

Report to the Los Angeles City Ethics Commission on
Tara Devine's unregistered lobbying for the renewal of
the South Park Business Improvement District

August 23, 2017

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¹Note that [blue text](#) indicates clickable links internal to this document whereas [green text](#) indicates clickable links to resources on the Internet.

1 Synopsis

1. Tara Devine, principal of Devine Strategies, is a consultant hired by the South Park Business Improvement District to guide them through the City’s renewal process.
2. The process culminated in July 2017 with the City Council’s passage of [Ordinance No. 185077](#), which renewed South Park’s existence.
3. An analysis of invoices presented by Devine to South Park shows that in the year leading up to July 2017 Devine was paid for hundreds of hours of lobbying activity meant to secure passage of the ordinance.
4. As a result of this, Devine triggered the lobbyist registration requirement of the Municipal Lobbying Ordinance at least four times between December 2016 and July 2017. However, neither she nor her firm is or has been registered as a lobbyist, placing her in violation of [LAMC §48.07\(A\)](#).

2 Background

5. Business improvement districts (“BIDs”) are a form of temporary special assessment district in California. They are authorized and regulated by the [Property and Business Improvement District Act of 1994](#)² (“PBID law”).
6. In order to establish or renew a BID in Los Angeles the City Council is required by the PBID law to pass two distinct ordinances: The ordinance of intention, required by [§36621\(a\)](#) and the ordinance of formation, required by [§36625\(a\)](#).
7. The establishment/renewal process is complex and business improvement districts usually hire a consultant to guide them through it.
8. The South Park BID (“SPBID”) is a business improvement district in Los Angeles. It renewed in 2017 and the ordinances of intention and formation are collected in [Council File 12-1168](#).
9. The SPBID has a sister BID, known as South Park II. In this year’s renewal the two BIDs were joined together. In this report I refer to either or both of them as the SPBID. This conflation is unimportant for purposes of this report. However, the two BIDs are sometimes listed separately in some of the exhibits, so I thought I should mention it here.
10. Teresa “Tara” Devine (“Tara Devine”) is a BID consultant in Los Angeles who handled the SPBID’s recent renewal. She owns and operates a consulting firm known as “Devine Strategies.”

² California Streets and Highways Code §36600 et seq.

3 BID consultancy is lobbying as defined in the LAMC

11. Comprehensive arguments for the proposition that BID consultancy constitutes lobbying as defined in the Municipal Lobbying Ordinance can be found in this [Report on Why BID Establishment and Renewal Involve Lobbying Activity](#). I have also submitted a PDF copy of this report along with the present complaint. The City matters that the consultant seeks to influence are the ordinances of intention and formation discussed above in [Paragraph 6](#).
12. Among the various lobbying activities involved in BID consultancy are the compilation of a database of property owners in the proposed BID (“database”) and a so-called Management District Plan (“MDP”). These are required for passage of the ordinance of formation.³

4 Tara Devine’s Lobbying activity

4.1 Invoice of October 3, 2016

4.1.1 Facts

13. On October 3, 2016 Devine Strategies submitted invoice SPSG30 to the South Park BID for consulting services related to the renewal of the SPBID. She billed for 80 hours worked from March 3, 2016 through August 25, 2016. See [Exhibit 1](#) on page 12.
14. Among the activities she billed for were:
 - (a) Research, mapping, analysis and discussion re: Taban parcels
 - (b) Extensive updates to 2011 South Park database including substantial parcel changes
 - (c) Combining South Park and South Park II databases, resolving significant formatting/organization inconsistencies and minor formula inconsistencies
 - (d) Submission of initial database to LA City Clerk
 - (e) Ongoing communication with various City Clerk staff

Again see [Exhibit 1](#) on page 12.

15. Tara Devine met with City Clerk staff on June 2, 2016 (see [Exhibit 2](#) on page 15) to discuss the BID renewal process.

4.1.2 Conclusions

16. The 80 hours that Tara Devine billed for between March and August 2016 consisted of work meant to influence the ordinances of intention and formation. This time also included “ongoing communication with various City Clerk staff” as part of the attempt to influence the legislation.

³ Again see the [Report on Why BID Establishment and Renewal Involve Lobbying Activity](#).

17. It is not possible to distribute 80 hours across 6 consecutive months without some set of three consecutive months containing 30 or more hours. To see this consider the months March, April, and May 2016. If these three months contain 30 hours of work the proposition is true. If not, then they contain 29 hours or less. This leaves at least $51 = 80 - 29$ hours in June, July, and August 2016.
18. It is theoretically possible that the work described on this invoice did not trigger the MLO's registration requirement. For instance, if the following possible statements are true Devine would not have been required to register during this period:
 - (a) Devine did not contact City officials between March and May 2017.
 - (b) She worked 51 hours in March 2017.
 - (c) She worked 29 hours between June and August 2017.

There are other such highly specific scenarios under which the requirement wouldn't have been triggered. But the vast majority of distributions of hours worked and contacts with the City would trigger the requirement, so it seems very unlikely that she was not required to register.

19. Neither Tara Devine nor Devine Strategies was registered as a lobbying entity for 2016.

4.2 Invoice of January 12, 2017

4.2.1 Facts

20. On January 12, 2017 Tara Devine submitted invoice number SPSG33 to the South Park BID for renewal consulting services. She billed for 112 hours between July 1, 2016 and December 15, 2016.
21. Among the activities she billed for were:
 - (a) Coordination with the Engineer and Clerk to resolve issues in South Park 2011 database produced by New City America.
 - (b) Review, discuss and implement first-round comments and revisions from Clerk.
 - (c) Re-submission of database to LA City Clerk.
 - (d) Ongoing communication with various City Clerk staff.
22. In November 2016 Tara Devine discussed the BID's database and MDP with Rick Scott of the Los Angeles City Clerk's office (see [Exhibit 4](#) on page 20):
 - (a) "The Clerk has given us database comments and changes that we are currently working on."
 - (b) "I am going to submit [the MDP] to Rick without the tables/figures as I do not think we will have database resolution for several more weeks unless processing goes more quickly than usual."
 - (c) "Usually they do not want the MDP until the first set of database work is done, but there were delays on all sides, and Rick has okayed submitting without tables."

4.2.2 Conclusions

23. The 112 hours that Tara Devine billed for between July and December 2016 consisted of work meant to influence the ordinances of intention and formation. This time also included “ongoing communication with various City Clerk staff” as part of the attempt to influence the legislation.
24. An argument very similar to that given above in [Paragraph 17](#) demonstrates that it is not possible to distribute 112 hours over the six consecutive months from July 2016 to December 2016 without having at least one set of three consecutive months containing 30 hours.
25. As in [Paragraph 18](#) above, it’s theoretically possible that the activity billed for in this period did not trigger the MLO’s registration requirement since I only have direct evidence of contact with a City official for November 2016. Again, though, the possible distributions of time that do not trigger the requirement are incredibly sparse compared to the distributions that do trigger it, so it seems unlikely that Tara Devine and Devine Strategies were not required to register for 2016 based on the information in this invoice.
26. As mentioned above in [Paragraph 19](#), neither Tara Devine nor Devine Strategies was registered as a lobbying entity in 2016.

4.3 Invoice of March 16, 2017

4.3.1 Facts

27. On March 16, 2017 Tara Devine submitted invoice number SPSG34 to the South Park BID for renewal consulting services. She billed for 74 hours between December 16, 2016 and February 21, 2017. See [Exhibit 5](#) on page [23](#).
28. Among the activities she billed for were:
 - (a) 1/13/17 - Conference Call w / LA City Clerk
 - (b) 2/13/17 - Conference Call w/ LA City Clerk
 - (c) Review, discuss and implement LA City Clerk database comments on 3rd and 4th submissions
 - (d) Ongoing communication with various City Clerk staff
29. As mentioned above in [Paragraph 19](#), neither Tara Devine nor Devine Strategies was registered as a lobbying entity in 2016. Neither she nor Devine Strategies has, at the time of this writing, registered as a lobbying entity in 2017 either.

4.3.2 Conclusions

30. No fancy mathematics is necessary to analyze the distribution of hours revealed by the invoice currently under discussion. Devine’s March 16, 2017 invoice shows that in the three consecutive months beginning in December 2016 she was compensated for 74 hours of lobbying activity.

31. As discussed above in [Paragraph 28](#), this lobbying activity included two conference calls with City Clerk staff as well as “ongoing communication with various City Clerk staff.”
32. Therefore Tara Devine and Devine Strategies were required to register as lobbying entities with the Ethics Commission no later than March 2017. As discussed above in [Paragraph 29](#) neither has done so.

4.4 Invoice of May 3, 2017

4.4.1 Facts

33. On May 3, 2017 Tara Devine submitted invoice number SPSG35 to the South Park BID for renewal consulting services. She billed for 82 hours between February 22, 2017 and April 28, 2017. See [Exhibit 6](#) on page [26](#).
34. Among the activities she billed for were:
 - (a) Meeting w/ LA City Clerk to review MDP and ER edits
 - (b) Review, discuss and implement LA City Clerk database comments on 5th submissions
 - (c) Ongoing communication with various City Clerk staff
35. As mentioned above in [Paragraph 29](#), neither Tara Devine nor Devine Strategies was registered as a lobbyist in 2017.

4.4.2 Conclusions

36. Again no mathematical arguments are needed to establish that Tara Devine was compensated for 82 hours of lobbying activity in the three consecutive months beginning in February 2017.
37. By her own admission, as described in [Paragraph 34](#), this included a meeting with the City Clerk and “ongoing communication with various City Clerk Staff.”
38. Thus Tara Devine and Devine Strategies were required to register as lobbying entities no later than May 2017, but they did not.

4.5 Invoice of June 6, 2017

4.5.1 Facts

39. On June 2, 2017 Tara Devine submitted invoice number SPSG36 to the South Park BID for renewal consulting services. She billed for 80 hours between April 29, 2017 and May 26, 2017. See [Exhibit 7](#) on page [29](#).
40. Among the activities she billed for were:

- (a) Meeting w / LA City Clerk to review MDP and ER⁴ edits
 - (b) Submission of multiple drafts of MDP and ER to the Clerk's office.
 - (c) Ongoing communication with various City Clerk staff
 - (d) Direct outreach to obtain petition signatures
 - (e) Support BID staff/board members/property owners in their outreach
41. As mentioned above in [Paragraph 29](#), neither Tara Devine nor Devine Strategies was registered as a lobbyist in 2017.

4.5.2 Conclusions

42. Tara Devine was compensated for 80 hours of lobbying activity in the three consecutive months beginning in April 2017. According to her own admission (see [Paragraph 40](#)) her work included a "Meeting w / LA City Clerk" and "Ongoing communication with various City Clerk staff."
43. Thus Tara Devine and Devine Strategies were required to register as lobbying entities no later than June 2017, but they did not.

4.6 Hearings of June 6 and July 25, 2017

4.6.1 Facts

44. The 80 hours billed on the invoice of June 6, 2017 discussed in [Section 4.5](#) (see [Exhibit 7](#) on page [29](#)) began on April 29, 2017, even assuming that she worked 48 hours on April 29 and 30, she still must have worked at least 32 hours in May 2017. Thus she was compensated for at least 30 hours in the three consecutive months beginning in May 2017 as well.
45. On June 6, 2017 the City Council voted on [Ordinance No. 184957](#), the ordinance of intention to renew the South Park BID. Tara Devine spoke at that meeting in favor of the ordinance and identified herself as a paid speaker speaking on behalf of the South Park BID. See [Exhibit 8](#) on page [32](#).
46. On July 25, 2017 the City Council held a hearing on [Ordinance No. 185077](#), the ordinance of formation to renew the South Park BID. Tara Devine spoke at that meeting in favor of the ordinance and identified herself as a paid speaker speaking on behalf of the South Park BID. See [Exhibit 9](#) on page [34](#).

4.6.2 Conclusions

47. As described in [Paragraph 44](#), Tara Devine was compensated for at least 32 hours of lobbying activity in May 2017. She spoke at two City Council meetings in June and July as described in [Paragraph 45](#) and [Paragraph 46](#).

⁴ Engineer's Report; this is another required prerequisite to the passage of the ordinances of intention and formation.

48. Therefore Tara Devine and Devine Strategies were required to register as lobbying entities no later than August 10, 2017. They have not done so.

4.7 Summary of conclusions

49. Here is a tabular summary of what I’ve established:

Dates	Lobbying hours	Communication?	MLO Violation?	Section
3/2016 – 8/2016	80	Yes	Maybe	Section 4.1
7/2016 – 12/2016	112	Yes	Maybe	Section 4.2
12/2016 – 2/2017	74	Yes	Yes	Section 4.3
2/2017 – 4/2017	82	Yes	Yes	Section 4.4
4/2017 – 5/2017	80	Yes	Yes	Section 4.5
5/2017 – 7/2017	32	Yes	Yes	Section 4.6

50. In this report I have established at least four violations of the MLO’s registration requirement, found at [LAMC §48.07\(A\)](#), by Tara Devine and Devine Strategies.

5 Other considerations

51. In February I submitted a complaint against Tara Devine and Devine Strategies to the Ethics Commission about her failing to register as a lobbyist in connection with BID consultancy for the Venice Beach BID (“VBBID”).
52. I was not (and still have not been) able to obtain invoices or other definitive evidence showing how much compensated time she’d spent lobbying for the VBBID, so had to rely on an analysis of emails and other records to estimate the amount of time involved.
53. This analysis necessarily involved some guesswork, e.g. in estimating time spent writing and email based on the content of the email. Thus I was only able to argue that Devine had been compensated for about 38 hours of lobbying activity between June and August 2016. This is enough to allege a violation of the MLO, but it’s too close to 30 to be robust in the face of challenges to my time estimates.
54. The ordinance of formation for the VBBID was passed in August 2016⁵ and the ordinance of formation for the SPBID was passed in July 2017.
55. The fact that I’ve been able to establish that Tara Devine’s and Devine Strategies’ work on the SPBID triggered the registration requirement threshold four times between December 2016 and July 2017 is strong circumstantial evidence that the 38.4 hours I calculated for her work on the VBBID in 2016 was a gross underestimate.

⁵ It had to be repealed and re-passed in November 2016 due to some technical violations of the law by the City Council, but that fact doesn’t affect this analysis.

6 Requested action

56. I ask the CEC to determine whether the facts presented here constitute a violation or violations of the Municipal Lobbying Ordinance on the parts of Tara Devine and/or Devine Strategies and, if so, to see that they're held responsible for their actions.
57. If the CEC's investigation of Tara Devine's and Devine Strategies' alleged unregistered lobbying for VBBID formation is ongoing and if there's some doubt as to whether her actions there did trigger the registration requirement I ask the CEC to consider whether the evidence here is relevant by analogy.
58. If my argument that BID consultancy is lobbying activity is found to be valid, I ask that the CEC provide some training on the matter to the staff of the Neighborhood and Business Improvement District Unit of the City Clerk's office to avoid future violations of the MLO by consultants as well as violations by City Clerk staff of the newly-enacted City employee duty to report violations of ethics laws.

7 Exhibits

7.1 Exhibit 1 – October 3, 2016 – Devine Strategies invoice SPSPG30

10-1003 DEVINE STRATEGIES.-INV SPSG30
PB: 9/21-10/5

RECEIVED
10/3/16



645 WEST NINTH STREET, #110-293
LOS ANGELES, CA 90015
310.430.5121



INVOICE

DATE: 10/3/2016
INVOICE NO: SPSG30
CONTRACT: Joint Renewal of SP/SPII
TYPE: FIXED FEE - RETAINER
TERMS: NET 30
TO: SOUTH PARK STAKEHOLDERS GROUP
ATTN: ACCOUNTS PAYABLE DEPT
1333 S. HOPE STREET
LOS ANGELES, CA 90015
SERVICES: Renewal of two BIDs (South Park & South Park II) as one BID for 1/1/2017
PERIOD: 3/3/2016 – 8/25/2016
HOURS: 80 hours
SUBTOTAL: \$12,500.00
- RETAINER: \$6,250.00 (INVOICE NO SPSG29)
EXPENSES: \$0.00
TOTAL DUE: \$6,250.00

PLEASE REMIT TO: Devine Strategies
645 West Ninth Street, #110-293
Los Angeles, CA 90015

MEETINGS & CONFERENCE CALLS

- 2/2/16 – Conference Call w/ D. Taban, SP staff (complete)
- 5/26/16 – Kickoff Meeting – Steering Committee discussion of issues, changes, etc. (complete)

SERVICES PROVIDED

- Research, mapping, analysis and discussion re: Taban parcels (complete)
- Coordination with Wildan to obtain corrected levies (complete)
- Coordination with the Engineer to resolve some issues in SP 2011 database produced by New City America (complete)
- Extensive updates to 2011 South Park database including substantial parcel changes (ongoing)
- Updates to 2014 South Park II database (ongoing)
- Combining South Park and South Park II databases, resolving significant formatting/organization inconsistencies and minor formula inconsistencies (complete)
- Submission of initial database to LA City Clerk (complete*)
- Ongoing communication with various City Clerk staff (complete)
- Ongoing communication with client re: project/database (complete)

SUBTOTAL \$12,500.00

- RETAINER (SPSG29): \$ 6,250.00

EXPENSES \$ 0.00

BALANCE NOW DUE **FIXED FEE** **\$ 6,250.00**

This invoice covers the second of ten payments for this agreement/scope.

**The database has been submitted to the LA City Clerk at the time of this invoice; however, this invoice covers all work through 8/25/16, at which time the database had not yet been submitted.*

7.2 Exhibit 2 – June 1, 2016 email from Tara Devine to Jessica Lall

From: Tara Devine <tara@devine-strategies.com>
Date: Wednesday, June 1, 2016 at 11:57 AM
To: Jessica Lall <jessica@southpark.la>
Cc: Katie Kiefer <katie@southpark.la>
Subject: Timeline for SP/SPII Joint Renewal + request for database

Attached is the timeline from my proposal, which set all task deadlines a bit early. We started a bit late, but we're okay. Under this timeline, the Steering Committee should meet and finalize decisions by the end of June. That could be (and probably will be) pushed back a few weeks without having much impact on the timeline.

Once I receive a copy of the most current South Park and South Park II databases, I will be able to review those and estimate how long it will take us to combine and update them. I suspect it will be 2-3 weeks, maybe a month. So tentatively, I think we'll have our next Steering Committee meeting in early July. After that, we can begin the MDP in earnest and we may or may not need a 3rd Steering Committee in late July while we're midstride on that.

I'm meeting with Miranda and staff on Thursday and will raise some of the questions that came out of last week's SC meeting then.

One question: Is Rick Scott still assigned to both SP and SPII? (There is a new analyst and there have been some assignment changes, so I wanted to check.)

Warmest regards,

TARA DEVINE

DEVINE STRATEGIES

645 West Ninth St.,#110-293
Los Angeles, CA 90015

[310.430.5121](tel:310.430.5121)

tara@devine-strategies.com

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**7.3 Exhibit 3 – January 12, 2017 – Devine Strategies invoice
SPSG33**

17-0112 DEVINE STRATEGIES - INV SPG33
DB: 1/6-1/29/17

RECEIVED
1/2/17



645 WEST NINTH STREET, #110-293
LOS ANGELES, CA 90015
310.430.5121

INVOICE

DATE: 1/12/2017

INVOICE NO: SPSG33

CONTRACT: Joint Renewal of SP/SPII

TYPE: FIXED FEE + HOURLY

TERMS: NET 30

TO: SOUTH PARK STAKEHOLDERS GROUP
ATTN: ACCOUNTS PAYABLE DEPT
1100 S. FLOWER STREET, SUITE 3400
LOS ANGELES, CA 90015

SERVICES: Renewal of two BIDs (South Park & South Park II) as one BID for 1/1/2018

PERIOD: 8/26/2016 – 12/15/2016 (40 agreement hours)
7/1/2016 – 12/15/2016 (82 addenda hours)

HOURS: 40 agreement hours + 82 addenda hours to bring database up to date

SUBTOTAL: \$6,250.00

SPECIAL: \$5,125.00 (agreement addenda: extra database work)

EXPENSES: \$10.00 (parking, receipt attached)

TOTAL DUE: \$11,385.00

PLEASE REMIT TO: Devine Strategies
645 West Ninth Street, #110-293
Los Angeles, CA 90015

MEETINGS & CONFERENCE CALLS

- 12/6/16 – Meeting with Ellen Riotto, Katie Kieffer to outline, in-depth, the BID renewal process and what to expect (complete)

SERVICES PROVIDED (Original Agreement)

- Coordination with the Engineer and Clerk to resolve issues in South Park 2011 database produced by New City America (ongoing)
- Coordination to reconcile assessment increases in SP with no assessment increased in SP II (ongoing)
- Combining South Park and South Park II databases, resolving significant structural inconsistencies (complete)
- Initial submission of database (complete)
- Review, discuss and implement first-round comments and revisions from Clerk (complete)
- Re-submission of database to LA City Clerk (complete)
- Completion of 1st draft Management District Plan (MDP) (complete)
- Ongoing communication with various City Clerk staff (complete)
- Ongoing communication with client including periodic questions from client (complete)

SUBTOTAL \$ 6,250.00

SERVICES PROVIDED (\$8K Agreement Addenda)

Supplemental Services to bring 2011 and 2015 master databases up to 2017

- 82 hours (@ \$62.50/hr) of updates to 2011 South Park master database including 1,000 + parcel changes (APNs, ownership, mailing address, etc.,) adding a few hundred new parcels, removing obsolete parcels, and calculating assessments for parcels that changed their zoning (e.g. commercial to residential condo triggers a different assessment rate) (complete)

SUBTOTAL \$ 5,125.00

EXPENSES

- Parking for 12/6 meeting @ 1158. Flower St.
NOTE: Turned away by 1100 S. Flower building valet that was unable to handle demand due to holiday party(ies) at restaurant

EXPENSES \$ 10.00

TOTAL \$ 11,385.00

BALANCE NOW DUE FIXED FEE \$ 11,385.00

This invoice covers the third of ten payments for this agreement/scope + a portion of the agreement addenda/scope.

7.4 Exhibit 4 – November 28, 2016 email from Tara Devine to Riotto and Kiefer

Ellen Riotto

Director of
Communications & Policy

**Error! Filename not
specified.**

South Park Business
Improvement District

1100 S. Flower St. Suite
#3400, Los Angeles, CA
90015

ellen@southpark.la | o.
[213 663 1110](tel:2136631110) | c. [401
439 8147](tel:4014398147)

southpark.la |
fb.com/southparklosang
[eles](#) Instagram/Twitter:
[@southparkla](#)

24/7 DISPATCH: [866-560-
9346](tel:8665609346)

From: Tara Devine

<[tara@devine-
strategies.com](mailto:tara@devine-strategies.com)>

Date: Monday,
November 28, 2016
4:14 PM

To: Ellen Riotto
<ellen@southpark.la>

Cc: Katie Kiefer
<katie@southpark.la>

Subject: Re: SPBID
Renewal Check-in

The Clerk has given us
database comments and
changes that we are
currently working on. I hope
we will resubmit the
database this week.

I also hope to submit the MDP next week so that we might get a round of comments before the holidays. I am going to submit it to Rick without the tables/figures as I do not think we will have database resolution for several more weeks unless processing goes more quickly than usual. Usually they do not want the MDP until the first set of database work is done, but there were delays on all sides, and Rick has okayed submitting without tables. I should have a bigger update for you in the next 10 days or so.

I agree it would be good to meet. I thought about doing so last month, but with Jessica's departure and your annual meeting, I figured it could wait a bit! How is the transition going for both of you?

The 6th and the 9th are both great for me - does either work well for you?

Warmest regards,
Tara

On Nov 28, 2016 3:51 PM,
"Ellen Riotto"
<ellen@southpark.la> wrote:

Thanks for getting this convo started, Katie.

Tara, I'd love to get together in person if you're able. What's your availability next week or the week after?

Best,

Ellen

Ellen Riotto

7.5 Exhibit 5 – March 16, 2017 – Devine Strategies invoice SPSG34

17-0310 DEVINE STRATEGIES - INV SPSG34
DB: 3/7-3/20/17.

RECEIVED
03/17/17



645 WEST NINTH STREET, #110-293
LOS ANGELES, CA 90015
310.430.5121

INVOICE

DATE: 3/16/2017

INVOICE NO: SPSG34

CONTRACT: Joint Renewal of SP/SPII

TYPE: FIXED FEE + HOURLY

TERMS: NET 30

TO: SOUTH PARK STAKEHOLDERS GROUP
ATTN: ACCOUNTS PAYABLE DEPT
1100 S. FLOWER STREET, SUITE 3400
LOS ANGELES, CA 90015

SERVICES: Renewal of two BIDs (South Park & South Park II) as one BID for 1/1/2018

PERIOD: 12/16/2016 - 2/21/2017 (40 agreement hours)
12/16/2016 - 2/21/2017 (34 addenda hours)

HOURS: 40 agreement hours + 34 addenda hours to bring database up to date

SUBTOTAL: \$6,250.00

SPECIAL: \$2,125.00 (agreement addenda: extra database work)

EXPENSES: \$0.00

TOTAL DUE: **\$8,375.00**

PLEASE REMIT TO: Devine Strategies
645 West Ninth Street, #110-293
Los Angeles, CA 90015

MEETINGS & CONFERENCE CALLS

- 1/13/17 – Conference Call with Ellen Riotto, Katie Kieffer (complete)
- 1/13/17 – Conference Call w/ LA City Clerk (complete)
- 2/8/2017 – South Park II Committee Meeting (complete)
- 2/13/17 – Conference Call w/ LA City Clerk (complete)
- 2/21/17 – Conference Call with Ellen Riotto (complete)

SERVICES PROVIDED (Original Agreement)

- 3rd and 4th submission of database to LA City Clerk (complete)
- Review, discuss and implement LA City Clerk database comments on 3rd and 4th submissions (complete)
- Coordination with the Engineer and Clerk to resolve issues in South Park 2011 database produced by New City America (ongoing)
- Edits to 1st draft Management District Plan (MDP) – develop legal boundary description for entire district and each of five zones (complete)
- Create list of APNs used in legal boundary description (complete)
- Map revisions to new South Park 5-Zone Map: parcel and zone corrections, add APN labels from legal boundary description (complete)
- Ongoing communication with various City Clerk staff (complete)
- Ongoing communication with the Engineer on database/database review 12/15, 12/21, 1/9, 1/10, 1/11, 1/12, 1/20, 1/23, 2/6, 2/7, 2/10, 2/14, 2/21 (complete)
- Ongoing communication with client including periodic questions from client 12/19, 1/9, 1/10, 1/11, 1/23, 1/30, 2/6, 2/7, 2/8, 2/10, 2/11, 2/13, 2/14, 2/15, 2/16, 2/17, 2/21 (complete)

SUBTOTAL \$ 6,250.00

SERVICES PROVIDED (\$8K Agreement Addenda)

Supplemental Services to bring 2011 and 2015 master databases up to 2017

- 34 hours (@ \$62.50/hr) of updates to 2011 South Park master database including 1,000 + parcel changes (APNs, ownership, mailing address, etc.), adding a few hundred new parcels, removing obsolete parcels, and calculating assessments for parcels that changed their zoning (e.g. commercial to residential condo triggers a different assessment rate), identifying issues and resolving them in turn (complete)

SUBTOTAL \$ 2,125.00

EXPENSES

SUBTOTAL \$ 0.00

TOTAL \$ 8,375.00

BALANCE NOW DUE FIXED FEE \$ 8,375.00

This invoice covers the fourth of ten payments for this agreement/scope + a portion of the agreement addenda/scope.

7.6 Exhibit 6 – May 3, 2017 – Devine Strategies invoice SP5G35

17-05037 Devine Strategies - INV SPSG35
DB: 5/20-6/15/17

RECEIVED
5/12/17



645 WEST NINTH STREET, #110-293
LOS ANGELES, CA 90015
310.430.5121

INVOICE



DATE: 5/3/2017

INVOICE NO: SPSG35

CONTRACT: Joint Renewal of SP/SPII

TYPE: FIXED FEE + HOURLY

TERMS: NET 30

TO: SOUTH PARK STAKEHOLDERS GROUP
ATTN: ACCOUNTS PAYABLE DEPT
1100 S. FLOWER STREET, SUITE 3400
LOS ANGELES, CA 90015

SERVICES: Renewal of two BIDs (South Park & South Park II) as one BID for 1/1/2018

PERIOD: 2/22/2017 – 4/3/2017 (40 agreement hours)
4/4/2017 – 4/28/2017 (40 agreement hours)
2/22/2017 – 4/28/2017 (12 addenda hours)

HOURS: 80 agreement hours + 12 addenda hours to bring database up to date

SUBTOTAL: \$12,500.00

SPECIAL: \$750.00 (agreement addenda: extra database work)

EXPENSES: \$0.00

TOTAL DUE: **\$13,250.00**

PLEASE REMIT TO: Devine Strategies
645 West Ninth Street, #110-293
Los Angeles, CA 90015

MEETINGS & CONFERENCE CALLS

- 4/6/17 – Meeting w/ LA City Clerk to review MDP and ER edits (complete)
- 4/20/17 – Conference Call with Marcus Lieber re: SP renewal (complete)
- 4/26/17 – Conference Call with Ellen Riotto (complete)
- 4/27/2017 – South Park Board Meeting (complete)

SERVICES PROVIDED (Original Agreement)

- 5th and 6th submission of database to LA City Clerk (complete)
- Review, discuss and implement LA City Clerk database comments on 5th submissions (complete)
- Complete and submit first draft Management District Plan (MDP) (complete)
- Complete and submit first draft Engineer's Report (ER) (complete)
- Complete and submit second draft Management District Plan (MDP) (complete)
- Complete and submit second draft Engineer's Report (ER) (complete)
- Map revisions to new South Park 5-Zone Map: parcel and zone corrections, add two legal street name changes (Chick Hearn Court & LA Live Way) (complete)
- Ongoing communication with various City Clerk staff (complete)
- Ongoing communication with the Engineer on database/database review, ER and related issues 2/26, 2/27, 2/28, 3/1, 3/2, 3/3, 3/7, 3/9, 3/10, 3/13, 3/26, 3/23, 3/24, 3/25, 3/27, 3/28, 3/29, 3/30, 3/31, 4/5, 4/7, 4/10, 4/11, 4/12, 4/17, 4/18, 4/19, 4/21, 4/23, 4/24, 4/27 (complete)
- Ongoing communication with client including periodic questions from client and weekly updates 2/27, 3/1, 3/7, 3/8, 3/9, 3/10, 3/13, 3/14, 3/15, 3/17, 3/21, 3/22, 3/26, 3/27, 3/28, 3/30, 3/31, 4/3, 4/4, 4/6, 4/7, 4/10, 4/17, 4/18, 4/21, 4/22, 4/24, 4/26 (complete)

SUBTOTAL \$12,500.00

SERVICES PROVIDED (\$8K Agreement Addenda)

Supplemental Services to bring 2011 and 2015 master databases up to 2017

- 12 hours (@ \$62.50/hr) of updates to 2011 South Park master database including 1,000 + parcel changes (APNs, ownership, mailing address, etc.,) adding a few hundred new parcels, removing obsolete parcels, and calculating assessments for parcels that changed their zoning (e.g. commercial to residential condo triggers a different assessment rate), identifying issues and resolving them in turn (complete)

SUBTOTAL \$ 750.00

EXPENSES

SUBTOTAL \$ 0.00

TOTAL \$13,250.00

BALANCE NOW DUE FIXED FEE \$13,250.00

7.7 Exhibit 7 – June 2, 2017 – Devine Strategies invoice SP5G36

17-0602 Devine Strategies - INV SP5G36
PB: 5/20-6/15/17.

RECEIVED
06/02/17



645 WEST NINTH STREET, #110-293
LOS ANGELES, CA 90015
310.430.5121



INVOICE

DATE: 6/2/2017

INVOICE NO: SP5G36

CONTRACT: Joint Renewal of SP/SPII

TYPE: FIXED FEE

TERMS: NET 10

TO: SOUTH PARK STAKEHOLDERS GROUP
ATTN: ACCOUNTS PAYABLE DEPT
1100 S. FLOWER STREET, SUITE 3400
LOS ANGELES, CA 90015

SERVICES: Renewal of two BIDs (South Park & South Park II) as one BID for 1/1/2018

PERIOD: 4/29/2017 – 5/14/2017 (40 hours)
5/15/2017 – 5/26/2017 (40 hours)

HOURS: 80 hours

SUBTOTAL: \$12,500.00

EXPENSES: \$0.00

TOTAL DUE: **\$12,500.00**

PLEASE REMIT TO: Devine Strategies
645 West Ninth Street, #110-293
Los Angeles, CA 90015

MEETINGS & CONFERENCE CALLS

- 5/12/17 – Meeting w/ South Park BID staff; petition preparation and outreach (complete)
- 5/24/17 – Meeting w/ LA City Clerk to review MDP and ER edits (complete)
- 5/25/17 – Conference Call with Ellen Riotto (complete)
- 6/1/17 – Conference Call with Ellen Riotto (complete)

SERVICES PROVIDED (Original Agreement)

- Complete and submit third draft Management District Plan (MDP) (complete)
- Complete and submit third draft Engineer's Report (ER) (complete)
- Complete and submit fourth draft Management District Plan (MDP) (complete)
- Complete and submit fourth draft Engineer's Report (ER) (complete)
- Complete and submit fifth draft Management District Plan (MDP) (complete)
- Complete and submit fifth draft Engineer's Report (ER) (complete)
- 7th submission of database to LA City Clerk (complete)
- Create and/or review multiple documents for inclusion in petition packets (complete)
- Furnish detailed office/mailing supplies list for petition stage mailing (complete)
- Create petition stage-formatted database (complete)
- Create petitions (2,000+ parcels) (complete)
- Create mailing labels (approx. 1,500) (complete)
- Extract petitions as needed (complete)
- Petition and database revisions as needed due to recently recorded changes (complete)
- Direct outreach to obtain petition signatures (complete)
- Support BID staff/board members/property owners in their outreach (complete)
- Respond to BID staff and/or owner inquiries throughout petition stage (complete)
- Ongoing communication with various City Clerk staff (complete)
- Ongoing communication with the Engineer on database/database review, ER and related issues 5/4, 5/9, 5/14, 5/18, 5/22, 5/24, 5/25, 5/26 (complete)
- Ongoing communication with client including periodic questions from client and/or weekly updates – daily 5/3-5/19 (complete)

SUBTOTAL \$12,500.00

EXPENSES

SUBTOTAL \$ 0.00

TOTAL \$12,500.00

BALANCE NOW DUE FIXED FEE **\$12,500.00**

This invoice covers the seventh and eighth of ten payments for this agreement/scope.

7.8 Exhibit 8 – June 6, 2017 – Tara Devine speaker card

CITY OF LOS ANGELES SPEAKER CARD

Date: 06/06/2017

Council File No., Agenda Item, or Case
Item NO. (11) - 12-1168

I wish to speak before the Council

Do you wish to provide general public comment, or to speak for or against a proposal on the agenda? For Proposal

Name: Tara Devine

Business or Organization Affiliation: Devine Strategies

Address: _____
Street City State Zip

Business Phone: 3104305121 Representing: South Park BID

CHECK HERE IF YOU ARE A PAID SPEAKER AND PROVIDE CLIENT INFORMATION BELOW: ☒ X

Client Name: South Park BID Phone#: 2136631111

Client Address: _____
Street City State Zip

NOTE: INFORMATION PROVIDED WILL BE MADE PART OF THE PUBLIC RECORD

7.9 Exhibit 9 – July 25, 2017 – Tara Devine speaker card

CITY OF LOS ANGELES SPEAKER CARD

Date: 07/25/2017

Council File No., Agenda Item, or Case
Item NO. (4) - 12-1168

I wish to speak before the Council

Do you wish to provide general public comment, or to speak for or against a proposal on the agenda? **General Comment**

Name: Tara Devine

Business or Organization Affiliation: Devine Strategies

Address: _____
Street City State Zip

Business Phone: 3104305121 Representing: Greater South Park BID

CHECK HERE IF YOU ARE A PAID SPEAKER AND PROVIDE CLIENT INFORMATION BELOW: **X**

Client Name: Greater South Park BID Phone#: 2136631111

Client Address: _____
Street City State Zip

NOTE: INFORMATION PROVIDED WILL BE MADE PART OF THE PUBLIC RECORD